



OHIO

African-American Church Call to Buckle Up

►AT-A-GLANCE

►Project Characteristics
Outreach
Education
Collaboration

►Program Areas
Occupant Protection
Multicultural Outreach
Alcohol and Other Drugs

►Targeted Populations
African-American Churches
and Faith-based Institutions

►Type of Jurisdiction
City

►Jurisdiction Size
698,057

►Funding
State: \$ 87,989.00

►Contact
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Problem Identification

Motor vehicle crashes are the leading cause of death for African-American males 14-years-old and younger. Deaths from motor vehicle crashes are the second leading cause of death among African-American males ages 15 to 24. Safety belt use rates for African-American drivers and passengers typically fall ten percent below the average in Ohio.

Goals and Objectives

The *African-American Church Call to Buckle Up* (AACCTBU) campaign's goals and objectives include:

- Increasing safety belt use by 6 percent in general and among 1,000 additional African-American high school students in September 2004;
- Increasing education and safety belt use awareness for 1000 African-American senior drivers and illegal alcohol consumption awareness among 11 percent of 1,000 African American male high school students by September 2004; and
- Determining the long-term impact and effectiveness of the Franklin County AACCTBU by September 2004.

Strategies and Activities

The *African-American Church Call to Buckle Up* campaign implemented the following strategies and activities:

- Collaborated with 6 churches during the first funding year.
- Developed a working relationship with 12 churches within Franklin County with the potential to share a traffic safety message to over 15,000 members within 9 months.
- Conducted four safety belt and impaired driving workshops and two faith-based conferences that focused on safety belts and impaired driving for African American males ages 16-34.
- Conducted safety belt and alcohol prevention activities in 1500 high schools and provided weekly training on illegal alcohol use during the summer of 2004.
- Produced a video, "What's Holding You Back – Church Call to Buckle Up." Youth members of partnering churches created the video to address safety belts, alcohol consumption, and speed issues. The video was distributed to partner churches.
- Partnered with 17 churches that ministered to more than 20,000 African-American families. Partnering churches held a Back-to-School event featuring a safety message such as not drinking and driving.



- Developed a culturally sensitive, faith-based educational toolkit and manual designed to reach African-American youth. Distributed to partnering churches.
- Created workshop forums and distributed banners and yard signs which were prominently displayed during the "What's Holding You Back" mobilization.
- Trained more than 400 lay leaders about drinking and driving risks and safety belt non-use hazards.
- Enlisted the help of several highly respected public officials to deliver the traffic safety message during training.
- Displayed the message "What's Holding You Back – Please Buckle Up" on a roadway traveled by approximately 37,360 automobiles each day for one week.
- Printed the text of public service announcements regarding safety belt mobilization dates as news stories in two African-American-owned newspapers.
- Held a "What's Holding You Back" weekend event in each partnering church.

Results

A survey conducted after the campaign revealed that by stressing education and awareness, safety belt use rates of drivers in the targeted group increased. Overall, the *African-American Church Call to Buckle Up* campaign achieved the following outstanding results:

- Increased safety belt use rate among African American drivers by 29 percent.
- Increased safety belt usage rates for passengers by 11 percent.
- Reached 39,500 people with the "You Drink, You Drive, You Lose" and "What's Holding You Back – Please Buckle Up – Click It or Ticket" messages in two African-American-owned newspapers.
- Encouraged thirteen churches to participate in Back-to-School events.
- Communicated safety belt messages to approximately 17,000 families each week during the grant year. Combining all partner group activities, approximately 20,000 African American families received a safety belt restraint message as the result of the campaign.